

NO CITIES: DESIGN AND STRATEGIES OF COMUNICATION

Interactive innovations as a vehicle for communication and patrimony

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When referring to the identity of a city we are approaching an extremely broad concept and complex. Of course it is possible to associate a relationship between concept and cultural and artistic heritage of the area, but a city manifests several appearances as a result of its historical growth over time. Historically, the city, tends as she approaches modern days, to recognize reality and human scale as base to project design, development and manifest. In this sense it is necessary to understand the needs of space, depending on the human being who uses it, as a dependency between user and the product. The phenomenon space / time can be interpreted by the relationship that the subject establishes with reality, in the way emotional responses, the architectural element and the urban structure interacts with citizens.

Technology allows, nowadays, to display photo-realistic scenarios that foster a context test. With the modeling and communication in augmented reality, it is possible to analyze and understand some elements that define the identity of a city. Aldo Rossi tells us that "(...) the link between the past and the future is in the very idea of the city that runs as the memory goes through the life of a person and that, to realize itself, must conform to reality but also to conform to it." (Rossi, 2001). Conducting studies of the various components that make up the city structure can even be a study base for future interventions in the urban network or simply a digital historical archive, with tourist and recreational applications. The same principle of experimentation can be applied to a more global context and might even consider historical contexts that guide architectural systems. Cities, or if the 'no cities' are records of what the urban structure could have been a course that could completely change the vision and the current identity of the city. The material and immaterial culture, represent a fundamental part of the heritage of a certain society, goods and representative values. Growth and existential condition of a space, the way the city has developed throughout his life, is a direct reflection on the relationship between form and human.

When referring to the identity of a city is approached an extremely broad concept, complex and contradictory. Of course you can associate a relationship between the concept and the cultural and artistic heritage of the area, but a city manifests several appearances as a result of its historical change over time. Historically, the city, tends as approaches of modernity, to recognize the reality and human scale as projection base, developing and manifesting. In this sense it is necessary to understand the needs of space, depending on the human being that uses a dependency between the user and the product continues. The phenomenon space / time can be interpreted by the relationship that the subject establishes with reality, in the way emotional responses, the architectural element and the urban structure interact with citizens.

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On the one hand, the development of studies and analyzes of representative models of projective proposals allows the designer to interpret and supplement data. On the other hand, in economic terms and establishing a link

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with tourism, power up the branding factor of the city itself. According to Kotler (1993), the brand, "(...) the image of the place is a key determinant in how citizens and businesses respond to the place (...) represent the image of a place by the sum of beliefs, ideas and impressions that people have (...) "(Kotler, 1993), so it should be considered that tourism in places have a responsibility to enhance the features and show the communities that the fact that the place unique is the that does exist and therefore be attractive.

The tourism, industry, culture and registration or collection of design information of a particular urban system to enrich the knowledge of an existential journey and develop tools for reasoning and implementation of future strategies, enriching of any urban intervention or even as a representation the level of marketing a city, enriching their existential characteristics. This interventional dynamic, allows growth and manipulation in virtual context, an approach switches to reality. Communicate and intervene in this context, is itself an immersive potential, but the possibility of reproducing this information in a more individualized manner and in a single mobile device, represents a potential deep wider and multidisciplinary.

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